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Nielsen attacks vcr zap factor

By SUSAN SPILLMAN

NEW YORK—Capitulating to advertiser pressure, A.C. Nielsen Co., Northbrook, Ill., will add a new report to its national quarterly tv sweeps ratings that will account for videocassette recorder taping, perhaps as early as this month.

During the four four-week sweeps periods, Nielsen will report two ratings for every tv show. The first will be the traditional rating. The second will break out only the number of homes recording, rather than watching, a program, according to Stanley Seagren, product development manager, Nielsen Television Index.

If the difference in the two ratings proves significant—and it isn't expected to be so initially—Nielsen will consider making changes in the way it reports all tv ratings, said Mr. Seagren.

Currently, Nielsen metered ratings include vcr recording. But advertisers, most notably General Foods, have complained that this method inflates the ratings, which serve as the basis for tv advertising costs.

The argument is that not all programing recorded on vcrs is watched. When the programing is played back, viewers often zap out commercials by using fast-forward controls.

The new Nielsen report could have wide-ranging impact on both the negotiating of advertising time and the setting of prices on network television. By breaking out the videotaping of programing, the report will provide advertisers ammunition to confront broadcasters on the issue of overpaying for previously measured viewing. Advertisers can be expected to use the report as a wedge to drive down prices.

Broadcasters could be faced with having to decide which Nielsen measurement to use when setting prices. If the new service is used, broadcasters in the long run will have to raise their cost-per-thousand rates or face the loss of considerable revenues.

The new Nielsen service is important for two other reasons. First, it will give advertisers an up-to-the-minute measurement of the impact of vcr usage on the segmentation

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$20 million effort perks

GF 'coffs' up NutraSweet

By GAY JERVEY

General Foods, the White Plains, N.Y., company that pioneered multiproduct use for aspartame, will get there first again next month when it christens a new line of low-calorie International Coffees with NutraSweet.

Although GF declined to release budget figures, trade sources expect the company to spend $20 million during the first year, thus exceeding 1983 expenditures for the sugar-sweetened International Coffees brand, estimated at $15 million.

Cited by Wall Street as yet another example of GF's renewed aggressiveness—not to mention the seem-

(Continued on Page 92)

Print ads for GF's International Coffees with NutraSweet begin next month and take a firm, introductory approach. Young & Rubicam, New York, handles.

Presenting Sugar Free
Suisse Mocha
Celebrate the moments of your life with General Foods' International Coffees
Now available in Regular and Sugar Free.

Monday football beer bust seen for '85 season

By VERNE GAY

NEW YORK—The two-beer advertising exclusivity hold on ABC-TV's "Monday Night Football," which has generated controversy from Detroit to Washington because of suggested antitrust violations, could be a thing of the past by next year, according to sources.

But it will not be the threat of litigation or government intervention that ends Miller Brewing's and Anheuser-Busch's three-year reign on the broadcast.

This time, the sticking point is money: ABC is expected to press for similar, if not increased, advertising rates on the prime time sports program in 1985, even though "MNF" has suffered a severe ratings decline this season. The price of exclusivity advertising on football has less to do with ratings than advertiser demand for the programing. ABC, therefore, reportedly could increase the minimum exclusivity buy from three minutes to four minutes per game.

If the scenario works as it did in 1981, when Anheuser-Busch broke Miller's stranglehold on "MNF," the result will be the inclusion of

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Last Minute News

Shulton skincare line faces U.S. test

WAYNE, N.J.—American Cyanamid Co.'s Shulton division has begun testing the SanSoucis skincare line in Baltimore and Washington. Currently sold in the U.K., the line includes a day cream, night cream and cleansing milk. Each will sell for $12.50 in drugstores and mass merchandisers. Carrafiello, Diehl & Associates, Irvington, N.Y., handles.

Dailey spot for Peter Pan has grownup flavor

FULLERTON, CAL.—The first advertising from Dailey & Associates, Los Angeles, for Beatrice/Hunt-Wesson Foods' Peter Pan peanut butter consists of an elaborately staged, 30-second tv spot breaking Nov. 26. It apparently is aimed at creating a more adult aura for the brand. The spot's costume party setting includes Peter Pan, Captain Hook, Beethoven and other historical and make-believe characters. Music is a variation on the 1950s rock song "Peanut Butter." Foote, Cone & Belding previously handled Peter Pan when it was an Esmark brand (AA, Jan. 30).

GE breaks image campaign in theaters

NEW YORK—General Electric Co., Fairfield, Conn., plans an image ad campaign this fall on Screenvision Cinema Network, a service that places commercials in movie theaters before films are shown. The campaign is aimed at a young-adult audience not easily reached with tv. BBDO, New

(Continued on Page 8)

'Beer'—The movie

Ad world tweaked in spring spoof

By BOB MARICH

Some of Madison Avenue's own are getting ready to serve up a movie that spoofs the art of beer tv commercials and the advertising business that brews them.

The film is Orion Pictures' "Beer," targeted for a spring, 1985, release. Director Patrick Kelly, a newcomer to movies, is an agency copywriter turned tv commercials director best known for his work on the Federal Express campaign. Fourteen actors from Mr. Kelly's tv commercials are filling supporting roles in the movie, too.

"I'm looking forward to going beyond 30 seconds," Mr. Kelly said in an interview. "I just get going with a commercial, but then I have to quit. Usually, commercials would work great in 35 seconds."

Mr. Kelly, 43, had a hand in Federal Express both as an Ally & Gargano copywriter and then later, after he left the agency, as a New York-based independent tv commercials director. Mr. Kelly's associates say his 22-year advertising career is marked by a penchant for injecting offbeat humor in his work. "He's a comedy junkie," says Mike Tesch, a colleague still at Ally & Gargano.

In "Beer," a hard-driving female agency executive, played by actress Loretta Swit of "M*A*S*H" fame, concocts a campaign for the failing Norbecker beer brand. The campaign catapults three "regular guys" to stardom as presenters in its commercials. "When it's time to get lucky, just whip out your Norbecker" is a slogan used to promote a macho image for the beer.

L. Swit

D. Wohl

Mr. Kelly insists "Beer" will be a simple, straightforward comedy. But other sources say the film heaps on Madison Avenue the same type of biting, black-humor satire that the movie "Network" aimed at the tv business.

In "Beer," Ms. Swit's character is a hard-boiled, ambitious ad agency executive who, when the three tv commercial stars are lost in a plane crash, crassly responds by planning an elaborate funeral as a publicity stunt. When it's

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NEWSPAPER

B

AA
DC2001ACONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SP1 ACOUSITITONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

Booze ban meet: No High Noon yet

By STEVEN W. COLFORD

WASHINGTON—It was not the guns-blazing shootout that many in the advertising and alcohol industries anticipated. But the second Department of Justice meeting on alcohol and drug abuse shed some light on how widespread the ban-the-booze movement is—not very—and how uninformed many of the less hard-line citizen and consumer groups are of what the industries and media are doing in the way of programing and public service efforts.

The meeting of citizen groups such as the National Council on Alcoholism, Students Against Drunk Driving and the B'nai B'rith Youth Organization also failed to produce a clear portrait of what Justice intends to come out of the four sessions.

The first meeting last month was for alcohol advertisers and the media, and the third, later this month in New York, will focus on businesses that have implemented programs to deal with employe drinking. The final meeting will be for professional health groups.

An attempt at last week's meeting by officials from the department's division of juvenile justice and delinquency prevention to bring some unanimity from the disparate voices failed.

When James Wootton, deputy administrator, tried to sell the citizen groups and representatives of the media, alcohol and advertising industries on the idea of a statement of purpose, the meeting bogged down into battles of semantics and philosophies.

The biggest stumbling block was the department's propensity to

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There's greater life in the 'News': Hoge

By WILLIAM F. GLOEDE

NEW YORK—Six months after a new management team headed by James Hoge arrived at the *Daily News* here, the newspaper is leaner, livelier and hell-bent on broadsiding the rival *Post*.

The *News* took direct aim at the *Post* last week by hiring away the *Post's* editorial cartoonist and by announcing, in an interview with ADVERTISING AGE, that the *News* will not raise its newsstand price any time in the near future. The *Post* this month increased its newsstand price to 35¢. The *News* is 30¢.

Said Mr. Hoge, "We do not have any plans for price increases, daily or Sunday."

The *News* scored what publisher-chief executive officer Mr. Hoge considers a major coup when it raided the *Post's* newsroom and

(Continued on Page 97)

Photo by Arnold Adler

James Hoge, publisher-ceo of the *Daily News*, has changed the editors and modified the design of the paper since his arrival six months ago.

Highlights

Playboy Enterprises is stepping up marketing research as it braces for a year in which profit gains by flagship *Playboy* will come under pressure, stockholders were told last week at the company's annual meeting. *See Page 10.*

Thompson Medical Co. hopes to expand its appeal to diet and health-conscious consumers with a new line of low-sodium, low-fat food products under the Nathan Pritikin label. *See Page 12.*

Fallon McElligott Rice won three awards in this year's A-

thena competition, sponsored by the Newspaper Advertising Bureau, which honors outstanding newspaper ads. *See Page 32.*

Pabst Brewing Co. said last week that it has received proposed tender offers from both G. Heileman Brewing Co. and S&P Co., a holding company owned by financier and brewer Paul Kalmanovitz. *See Page 70.*

Robert Lund, retiring vp in charge of GM's corporate sales and marketing staff, says changes in the auto market make it likely Chevrolet never again will approach selling 4 million vehicles in a year. *See Page 74.*

Procter & Gamble is attempting to crowd out the competition with the national introduction of Lilt shampoo, conditioner and deep conditioner for permed hair. *See Page 86.*

The creation of five new exec vp posts at Wells, Rich, Greene/New York signals the continuing decentralization of power at the agency, as well as the grooming of future top managers, according to observers. *See Page 87.*

Computer retailers, their shelves overrun with unsold inventory, are clamoring for sophisticated add-on products to make existing "boxes" perform up to the standards of a maturing market of computer users. *See Page 91.*

CORPORATE CLOSEUP

Ten years ago, Kimberly-Clark was the company that made Kleenex tissues—and little more. Today, it's a $3.3 billion diversified consumer products giant that has gone head-to-head with P&G, Johnson & Johnson and others—and succeeded. *See Page 4.*

FORUM

Sy Levy, president of Rosenfeld, Sirowitz & Lawson Direct, discusses the advantage direct marketers have discovered over retailers. *See Page 20.*

Copywriter R.J. McGuill discourses on "How to Colorado Springs." *See Page 20.*

INTERNATIONAL

Jacques Seguela, creative head of France's No. 2 ad agency, Roux, Seguela, Cayzac & Goudard, has spent his career breaking down the status quo while building up a list of critics and admirers. *See Page 58.*

Brazilian admen are turning the creative process upside down in their country with the introduction of commercial spots that are linked to the exact moment they are televised. *See Page 58.*

Many Japanese next month are going to be doing their Christmas shopping at "comprehensive specialty stores," which are sweeping the retail scene in Japan. The latest example is WAVE, now celebrating its first anniversary. *See Page 60.*

SPECIAL REPORT

Black media offer advertisers a way to segment the black consumer market, which numbers 26.5 million. Broadcast, print or outdoor, black media can give an undistorted view of black life styles. *See Page 43.*

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Quaker may join growing parade of health claims

By DAVID SNYDER
Crain News Service

KANSAS CITY, Mo.—If medical research programs come up with the right answer, Quaker Oats Co. soon may suggest its oat products can reduce cholesterol.

But top executives for the $3.3 billion Chicago company said after its annual meeting here last week they won't give the final go-ahead for a health-oriented marketing strategy until medical claims linking oat bran to reduced cholesterol levels are confirmed by additional research. More conclusive findings are expected soon from at least two university research projects, partly funded by Quaker.

A Quaker ad campaign would come as interest in health claims by food producers has skyrocketed. Last month, Battle Creek, Mich.-based Kellogg Co. launched a controversial new ad campaign suggesting its All-Bran high-fiber cereal can reduce the risk of cancer (AA, Oct. 29, *et seq.*).

Regardless of adverse publicity created by the Kellogg campaign, observers agree a similar Quaker campaign stressing cholesterol benefits could create a major new selling point for its extensive line of oat bran and oatmeal items.

"We will certainly try to put [the research findings] to use," said William Smithburg, chairman and chief executive officer. "But we want to make darn sure we have our ducks in a row and that we have clearly documented our claims."

Quaker is funding research by nutrition experts at the University of Kentucky, University of Toronto and at Northwestern University.

So far, findings by the Kentucky research group indicate that con-

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Eggert link forged

DYR goes Deutsch

By DENNIS CHASE

DYR Worldwide, making its first move to gain Japanese clients in Europe, announced today it is linking with R.W. Eggert GmbH, the second-largest independent agency in Germany.

The nonequity agreement is DYR's first link with an agency other than its parents, Young & Rubicam and Dentsu. But agency officials decided a link with a major German shop was needed in order to lure major Japanese clients in Germany.

"If we go into a market, it can't be as the 55th-largest agency," said Alexander Brody, DYR president-chief executive officer.

DYR, a 50-50 joint venture owned by Young & Rubicam and Dentsu, will bill $300 million this year, or 50% more than 1983. Eggert, the 11th-largest agency in Germany, billed $65.3 million last year.

Mr. Brody said the agency has assigned Fumio Oshima to the Eggert office to go after blue-chip Japanese clients.

"Our prospects include anyone on Dentsu's client list, which means all leading Japanese companies," Mr. Brody said.

In Eggert, Mr. Brody has chosen a fiercely independent German

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Kareem rebounds

NBA star blooms late as endorser

By ROBERT RAISSMAN

For 15 years, Kareem Abdul-Jabbar has been an enigma.

He dominated the sport of basketball in college as Lew Alcindor, and in the pros as the first 7-ft., 2-in. convert to the Muslim faith. Labeled a radical untouchable by Madison Avenue, he has remained distant and unapproachable, conveying to commercial America and the media that serve it that the feelings of animosity were mutual.

Our new column by Robert Raissman, reporting on the megabucks world of sports and marketing, begins in this issue on Page 88.

He has lived through the mysterious shooting deaths of seven persons in a house he owned in Washington and the publication last summer of his autobiography, in which he admitted experimenting with drugs in college. And the greatest joy in his

(Continued on Page 94)

Kareem Abdul-Jabbar is taking his game off the court as he pursues endorsements.

JWT not sure which theme won High Life

By STEWART ALTER

That Miller High Life is going to be a hard advertising puzzle to solve is best confirmed by examining the single idea that won the $50 million account.

There wasn't any.

J. Walter Thompson USA's presentation that last week brought it the creative assignment for Miller Brewing's High Life brand (AA, Nov. 15) was an array of "very, very different" creative ideas, some of which Miller will now put into test.

"I think what was most interesting to them was the breadth of the thinking on the creative work and that we demonstrated a good understanding of the beer business," said JWT/USA chairman Burt Manning.

That Thompson's presentation succeeded in establishing its credentials as a savvy beer shop was a particularly sweet part of its High Life triumph.

The JWT team with the most recent beer experience, the Chicago-based group that had been assigned to Adolph Coors Co.'s Herman Joseph's brand, was kept on the bench while the rest of the Thompson system contributed ideas to JWT's High Life team.

The quarantine on the Chicago Thompson beer unit was "disturbing," Mr. Manning said, though Thompson had agreed to it after it quit the Coors business to pursue

(Continued on Page 94)

World News Roundup

LONDON—The British government, to the dismay of the pharmaceutical industry, plans to chop $130 million from the National Health Service's budget next year by telling doctors to prescribe generic drugs for common ailments such as colds, indigestion and anxiety.

OTTAWA—The new conservative Canadian government has terminated Canadian Media Corp., which handled the government's $45 million media buying account. No replacement has been named.

LONDON—Ogilvy & Mather International has bought Trenear-Harvey Bird & Watson, which claims to be largest direct-marketing agency in the U.K. THB&W will be merged into Ogilvy & Mather Direct and will have combined billings of $26 million.

BERLIN—Brinkmann A.G., a subsidiary of Rothmans, has picked Team/BBDO to handle its $6 million Lord Extra filter cigaret account, which pulled out of Foote, Cone & Belding in October.

MELBOURNE—Atari Inc.'s principal Australian distributor, Futuretronics Australia, was placed in receivership—the first major casualty in the videogame/home computer market here. Futuretronics owes McCann-Erickson $400,000 and Concord Advertising $130,000.

ZURICH—Peter M. Schneeberger has been ousted as president-chief executive officer of Ringier A.G., Switzerland's largest publishing enterprise, and replaced by two sons of founder Hans Ringier.

LONDON—Coleco Industries reportedly is pulling its videogames and Adam computer out of the U.K. market. The Adam computer made its debut in the U.K. this summer.

Bergin repels British invasion

By JOHN J. O'CONNOR

SCOTTSDALE, ARIZ.—Thanks to a remarkably insightful presentation by McCann-Erickson U.S.A. president John Bergin, America's creative reputation has won a victory on a scale akin to the Marines' liberation of Grenada.

In debating the "bloody Brits," two top executives of Saatchi & Saatchi Compton Ltd., London, at the Camelback Inn here, the acid-tongued Mr. Bergin, who characterized the confrontation as a "public 'smugoff,'" argued that great creative work is not confined to any country.

On the other hand, Terry Bannister and Roy Warman, joint managing directors and chief executive officers of Saatchi & Saatchi Compton, had come to the Assn. of National Advertisers' 75th annual meeting to show why "the U.K. is the fountain of creativity," Mr. Bannister observed. He drew laughs with the afterthought, "but not acknowledged by the French." Pity he and Mr. Warman did not bring along a larger supply of such bon mots to blunt the Bergin tour de force.

To drive home his point that creativity is not confined to any country's boundaries, Mr. Bergin—a judge for this year's Cannes Festival—showed commercials from around the world, including his "favorite beer commercial," a 30-second Saatchi spot for Castlemaine Australian beer's introduction in the U.K. ANA members laughed almost as loud when the spot was reshown during the Saatchi executives' time at the mike.

Mr. Bergin also made the point

(Continued on Page 96)

New PMG steps into firefight

By STEVEN W. COLFORD

WASHINGTON—In 1970, Paul Carlin, named last week to succeed William Bolger as Postmaster General, received the Benjamin Franklin Award, the U.S. Postal Service's highest management honor, for helping to reorganize the service.

After assuming office Jan. 1, Mr. Carlin might be in line for another medal—the Purple Heart—as the verbal skirmishing between second and third-class mailers over the recommended postal rate increase threatens to explode into legal warfare.

By the time Mr. Carlin, the

(Continued on Page 96)

'New York Times' tops designers' list

By MICHAEL EMERY

The *New York Times* is the nation's best designed newspaper, and *USA Today* uses color in the most effective manner, according to a nationwide survey of newspaper graphics experts.

For this study, commissioned by ADVERTISING AGE, Media Research Institute, Pacific Palisades, Cal., polled 604 members of the Society of Newspaper Design and received 170 responses. The majority were from graphics editors, art directors, editors and others making daily decisions on page design and the use of color.

The *New York Times* was the overwhelming choice in the over-all design category. This perhaps will be a surprise to some, but not to anyone who has followed the overhaul conducted during recent years by executive editor A.M. Rosenthal and his associates, including assistant managing editor-art Louis Silverstein. The *Times* has been honored in every Society of Newspaper Design competition, beginning with the first in 1979-80.

The *Morning Call* of Allentown, Pa., edged *USA Today* for second place in over-all design, followed by the *Seattle Times* and *Washington Times*.

In the color category, *USA Today* was a landslide winner. However, in response to a number of other questions, respondents indicated they would make major changes with *USA Today* if they had the chance. The *Register*, based in the Orange County, Cal., city of Santa Ana, and the *St. Petersburg* (Fla.) *Times* placed second and third in the color

(Continued on Page 36)

Mr. Emery is a professor of journalism at California State University, Northridge, and director of the Media Research Institute.

SND ranked the *New York Times* as the best designed newspaper, followed by the *Morning Call* of Allentown, Pa.

THE MORNING CALL
$175-billion '84 deficit 10% less than last year's
Shultz urges force to stop terrorists
Man 'critical' after R.22 crash
Mondale tries to defy doomsayers

'New York Times' tops design list

(Continued from Page 3)
category, followed by the *Chicago Tribune* and the *Morning Call*.

The first of 21 questions asked respondents to pretend they were at a convention, holding up and ranking "the five best designed newspapers" for the audience. Design was defined as "use of typography; story and photo layout; use of sketches, diagrams and other informational graphics, and over-all organization of the paper's elements."

They then were asked to rank the five papers using color "in the most appropriate and effective fashion."

Other questions involved design changes at the respondent's paper, and the impact *USA Today* has had on design. Here are the findings of the study:

- Respondents listed 102 different papers in the over-all design and color rankings, but when it came to the top five there seemed to be a consensus. The *New York Times* was marked by 48%, the *Morning Call* and *USA Today* by 38%. *Seattle Times* by 32% and *Washington Times* by 27%.
- The *Seattle Times* demonstrated impressive consistency in gaining support from all regions in both categories. In the over-all competition, the *Times* was the only paper to finish in the top five in all five regions (all other leaders slipped at least once).
- Smaller papers, such as the *Herald* of Everett, Wash., the *Columbia* (Mo.) *Daily Tribune*; the *Eugene* (Ore.) *Register-Guard*, and the *Virginian-Pilot*, Norfolk, Va., were recognized for their efforts.
- Fully 67% of the respondents said their paper increased its use of color during the past year. Color was introduced by 11%.
- Regarding informational graphics (charts and graphs), 22% said they introduced it and 60% said they increased the amount used.
- Photo layouts had been given more emphasis on only 25% of papers, despite the over-all increased interest in page appearance and impact.
- The most likely person to initiate a design change would be the graphics editor or the managing editor, but usually in consultation with someone else. Editors were listed next. Only one person said a committee would decide (although several papers reported having committees), and only one said a consultant would have the authority.
- The typical respondent was someone with between five and nine years of "experience in this specialty." Slightly less than half had some design training in a journalism school, and slightly more than half (some were the same people) had design training elsewhere on campus. Despite this training, 78% said they learned the most about "design principles" on the job.
- *USA Today's* impact has been recognized by professionals. A full 60% said their paper has changed because of *USA Today's* presence, and 94% said they thought papers other than their hometown paper had changed because of *USA Today*. Changes in color were mentioned by 62 (40%); informational graphics by 50 (32%). There was little influence in the areas of typography, layout, photography and news play.
- Asked about *USA Today's* "best contribution to the field of design," almost everyone listed a specific area (sports, weather) or a technique (informational graphics) rather than crediting the paper with intellectual and motivational leadership.
- If given a chance to change something on *USA Today*, 62 (40%) would tinker with Page One. However, another question revealed great unhappiness with the size and handling of photos.
- Which papers do these Society of Newspaper Design members check for suggestions? The *New York Times* is the winner again (34%), followed by *USA Today* (19%), the *Morning Call* (16%), *Seattle Times* (11%), the *Register* (11%), *Chicago Tribune* and *Boston Globe* (10%) and *St. Petersburg Times* (7%).
- Forty per cent said the main reason for design change was a "deep interest in keeping up with design trends and technology" as opposed to whim, competition or desire for status. However, many respondents indicated multiple reasons.
- There is a sense of frustration on the part of many respondents, 120 of whom (77%) said they have been denied chances to make design changes because of cost or more often lack of authority. In fact, 86 listed authority problems and a few singled out tradition-minded publishers.

Gannett Co.'s *USA Today* and the *Register*, Santa Ana, Cal., were first and second, respectively, in the color category.

Best in over-all design

1. The **New York Times** led in three regions: West, South and mid-South, and East. It slipped to sixth in the mountain states and the Southwest and was second in the Midwest.

The *Times* was mentioned on 81 of the 170 sheets (48%) and only a half-dozen qualified their votes with "inside pages only" or "Sunday." The streamlined look of the various special sections and the greatly improved Page One have great appeal to respondents.

2. The **Morning Call** of Allentown, Pa., had strong support in four regions. While it slipped in the mountain and southwestern region (ninth). The *Call* was fourth in the West, first in the Midwest, second in the South and mid-South, and third in the East. The *Call* was fifth in the color category.

3. **USA Today**, first by a wide margin in the color category, was strong in four regions in the over-all category. Although ninth in the West, *USA Today* was first in the mountain and southwestern states, third in the Midwest, fourth in the South and mid-South, and second in the East.

4. **Seattle Times**, the most consistent of all of the papers, was second in the West, second in the mountain-southwestern area, fifth in the Midwest, fifth in the South and mid-South, and fifth in the East. The *Times* was seventh in the color rankings, slightly behind the *Orlando Sentinel* and ahead of the *Miami Herald*, both known for color.

5. **Washington Times**, although embroiled in controversy because of ownership by the Rev. Sun Myung Moon's Unification Church, has earned much respect in the design field. The *Times* was third in the West, 10th in the mountain states and the Southwest, seventh in the Midwest, third in the South and mid-South, and fourth in the East. In the color category, the paper ended up 10th.

6. The **Register**, based in Santa Ana, Cal., is another paper with impressive over-all votes: Fifth in the West, third in the mountain-southwestern area, sixth in the Midwest and seventh in the South and mid-South and East. In color rankings, the *Register* was a clear second, well ahead of third place *St. Petersburg Times* in total points and first place votes.

7. **Chicago Tribune**, fourth in the use of color, slipped badly only in the South and mid-South on its way to a seventh-place finish in over-all design. The *Tribune* was seventh in the West, eighth in the mountain-southwestern region, fourth in its own Midwest, 14th in the South and mid-South, and ninth in the East.

8. **Boston Globe**, a solid performer, emerged with a profile similar to the *Chicago Tribune*. The

Top 10 over-all design leaders

(Based on a survey of 604 members of the Society of Newspaper Design. Total votes and first place votes in parentheses; first place was worth 5 points, second place 4, third 3, etc.) *Source: Advertising Age, Media Research Institute, Pacific Palisades, Cal.*

Paper	Total points
1. New York Times (81-33)	305
2. Morning Call (Allentown, Pa.) (65-13)	201
3. USA Today (64-17)	196
4. Seattle Times (54-10)	180
5. Washington Times (46-9)	146
6. Register (Santa Ana, Cal.) (37-8)	123
7. Chicago Tribune (33-11)	112
8. Boston Globe (33-5)	101
9. St. Petersburg Times (27-10)	94
10. Kansas City Star (25-1)	58

The leaders in use of color

(Total votes and first place votes in parentheses. First place was worth 5 points, second 4, third 3, etc.)

Paper	Total points
1. USA Today (108-53)	427
2. Register (Santa Ana, Cal.) (64-31)	259
3. St. Petersburg Times (57-23)	222
4. Chicago Tribune (30-6)	90
5. Morning Call (Allentown, Pa.) (29-3)	89
6. Orlando Sentinel (31-2)	82
7. Seattle Times (28-2)	77
8. Miami Herald (23-4)	69
9. Mercury (San Jose, Cal.) (16-1)	53
10. Washington Times (12-2)	31

(Next, in declining order: *Eugene Register-Guard, Dallas Morning News, Herald* (Everett, Wash.), *Kansas City Star, Los Angeles Herald Examiner, Virginian-Pilot* (Norfolk, Va.), *St. Louis Post-Dispatch, Record* (Bergen County, N.J.), *Fort Myers* (Fla.) *News-Press*.

Many respondents from design ranks

Media Research Institute sent questionnaires to 604 American members of the Society of Newspaper Design, an organization that has become prominent through its annual award competition and its publications. In all, 170 responses were received, with 156 respondents indicating a position with a daily newspaper; 14 answers were from academics and outside consultants.

Of the respondents, 33 were from the West, 24 from the Mountain states and the Southwest, 38 from the Midwest, 34 from the South and mid-South, 38 from the East, while three did not identify their area.

The respondents included 38 who said they were the graphic design editor/coordinator at their paper; 13 who said they were graphic designers (a number held two positions), and 13 others who said they were art directors or assistant art directors.

Also, 15 editors, 15 managing editors, 33 "other" editors and two publishers responded.

Responses came from most of the leaders in design, including 17 persons at papers of more than 500,000 circulation, 19 at papers of between 250,000 and 500,000, 30 at papers of between 100,000 and 250,000, 32 at papers of between 50,000 and 100,000 and 58 at papers of less than 50,000.

A number of the questions applied only to those working on a daily newspaper, and percentages offered for those answers are based on the number 156. Otherwise, percentages are based on the entire response group of 170.

There was only one suggestion that there was a built-in bias in using the Society of Newspaper Design members, who are tied to the "Allentown school" of design. An advantage of using the society's list was that many members are familiar with papers outside of their regions, including some of the smaller papers.

It should be remembered that this is a recognition survey based on the perceived quality of design and use of color. The numbers should be viewed in a general way to note patterns and attitudes about the vast number of changes in design and use of color. —*Zanaleen Steiner*

Globe was sixth in the West, seventh in the mountain-southwestern section, fell to 13th in the Midwest, earned sixth in the South and mid-South, and finished eighth in the East.

9. **St. Petersburg Times**, living up to its reputation for use of color, finished a strong third, well ahead of the *Chicago Tribune*. In over-all design, the *Times* was consistent, getting eighth in the West, fifth in the mountain-southwestern area, eighth in the Midwest and sixth in the East.

But it transcended any expectation of regional bias, as respondents in the South and mid-South placed the *Times* ninth, behind the *Orlando Sentinel*.

10. **Kansas City Star**, 10th in over-all design, finished 14th in the color rankings. In addition, the sister *Kansas City Times* picked up a few votes.

The *Star* was 13th in the West, moved to 11th in the mountain-southwestern region, 10th in the Midwest, 11th in the South and mid-South and the East.

Notably absent from the over-all design rankings were some newspapers often ranked in the top 10 in over-all quality: *Los Angeles Times*, *Christian Science Monitor*, *Philadelphia Inquirer* and *Washington Post*. (However, this survey was undertaken before the *Post's* major redesign.)

Other major papers that didn't make the top 20 in this survey include the *Dallas Times Herald*, *Milwaukee Journal* and *St. Louis Post-Dispatch*, along with the Detroit, San Francisco and Denver papers.

It should be noted that the *Los Angeles Times*, the nation's largest newspaper in ad linage, only recently began the conversion to color. Daily special Olympics sections, featuring color photos, were part of this emergence. Nevertheless, the *Times* received only two mentions for its over-all design, with the others listed above faring about the same.

Design is a very subjective thing to judge. A "sharp layout" to one person is "too cluttered" for another. But apparently one group of papers (plus probably a few other smaller papers going unnoticed) consistently is outdistancing the others when it comes to the application of design principles.#

These newspapers were ranked among the 10 best designed papers in the U.S. by members of the Society of Newspaper Design in a study commissioned by Advertising Age.

The second 10 design leaders

Paper	Total points
11. Herald (Everett, Wash.) (16-3)	46
12. Mercury (San Jose, Cal.) (17-1)	45
13. Orlando Sentinel (12-3)	40
14. Columbia Daily Tribune (15-3)	38
15. Miami Herald (10-3)	32
16. Louisville Courier-Journal (8-4)	32
17. Wall Street Journal (11-0)	29
18. Newsday (11-0)	28
19. Democrat & Chronicle (Rochester)	26
20. Dallas Morning News (10-1)	25

Institute tracks media progress

Media Research Institute of Pacific Palisades, Cal., is a nonprofit organization designed to conduct qualitative and quantitative studies of media performance.

An expanded version of this study showing more than 24 design leaders is available for $18 from R.J. Berg Publishers, Box 20450, 6100 N. Keystone Ave., Indianapolis, Ind. 46220.

This book has additional tables showing the attitudes of respondents on all survey questions, including a number on the contributions made by *USA Today*.

Also available is "America's Leading Daily Newspapers," an illustrated booklet based on responses from 610 publishers, editors and academics ($6).

For information abut MRI write to 331 Via de la Paz, Pacific Palisades, Cal. 90272.#

TRAHEY GOES TO THE MOVIES

Add three films to your 'don't miss' list

By JANE TRAHEY

I don't always get to the right preview at the right time in the right place to get to the right issue at Advertising Age, so in the last week or so I paid my hard-earned cash to see some of the hot movies I missed. Here's how I rate them.

AMADEUS. Rated DM. From an esthetic point of view, "Amadeus" is beautiful. Miroslav Ondricek's photography of old Prague convinced me I was deep in the heart of old Vienna. The acting is knockout. Tom Hulce (Mozart) is brilliant. Mozart's talent, precociousness and bizarre behavior drive the court-composer Salieri, a conservative and mediocre musician, right up the palace walls. He is consumed by jealousy.

The direction is intriguing, and anyone who admires perfect timing will love it. And I can think of a hundred other reasons to go. The way director Milos Forman interweaves music with plot, action with opera, story with symphony is worth $5. And for Mozart's deathbed dictating of his requiem to Salieri, who hopes to claim it as his own as soon as Mozart dies—well, you owe Peter Shaffer, the author, another fiver.

PLACES IN THE HEART. Rated DM. Bob Benton, ex-advertising impresario, writes and directs this Sally Field movie. It's a reminiscent tale of Benton's home town, Waxahachie, Tex., during the Depression. The props are stellar and lend great authenticity to the story.

Sally Field does her Norma Rae bit again. But who cares? She does it so well. Here she is left to cope with two children, a mortgaged farm and a dwindling bank account when her husband is shot by a drunken black teen ager.

The movie has a cast of good folks and bad folks. The bad include the greedy banker, the cheating cotton broker, the philandering husband of Sally's sister and the Ku Klux Klan.

The good folks are nicely topped off by Mose, a black itinerant beggar who coaxes Sally to let him stay for room and board in return for helping her grow a cotton crop, and a blind young man who is plopped into Sally's house by the greedy banker.

Even though I had been warned about the symbolic ending, I liked it. If Benton hadn't added that touch, he would have ended up with just a '40s movie. Want a warm and nice two hours? See "Places in the Heart."

KARATE KID. Rated DM. This is a thoroughly charming (if highly unbelievable) movie. A displaced, lonely teen age boy is dumped into the California scene when his mother moves. He is bullied to bits at school.

He meets the "super" of his new apartment building—a wise, elderly Japanese man who grows bonsai trees for a hobby. The super, played by Pat Morita, sums up the kid's problems and teaches him the martial arts. The kid gets his self-image back. The tricks Morita plays to teach karate to Ralph Macchio, the kid, make the movie a lot of fun. If you see it, take a kid.

THE BROTHER FROM ANOTHER PLANET. Rated NP. Too bad David Bowie was busy. He's what's missing. This movie is a strange amalgamation of creatures who escape from a planet, where they are slaves, only to inhabit one directed by John Sayles.

There are nice touches, such as a new look at Harlem and some good cracks at New York City bureaucracy in the welfare world. There is also enough well choreographed violence for all. I thought it needed popcorn, but they're standing in line for this movie so word-of-mouth is good.

FIRST NAME CARMEN. Rated ABAM. This French film is the next best thing to a Seconal. There's an unexplained boring string quartet that is cut into an unexplained bank robbery that is cut into at least a half-hour of footage of waves breaking against the shore. Between the surf and the strings I slept.

I know it's chic to love Jean Luc-Goddard, but it beats me why the critics pat him on the back. This is an unmitigated bore. Unless you want a nap.

WOMAN IN RED. Rated ABAM. I can believe a genius like Gene Wilder would remake a wonderful French movie. But I can't believe he'd do it so badly. Gene Wilder stars with Charles Grodin. It ain't enough.

GARBO TALKS. Rated NP. A soupy story about an aggressive New York mother (Anne Bancroft) and her highly influenced-by-mama son (Ron Silver). Mama comes down with an inoperable brain tumor. Her last wish changes her son's life. She wants to meet the ever-elusive Garbo. Can sonny boy pull it off before tumor takes over? Tune in.

A SUNDAY IN THE COUNTRY. Rated SAM. A touching film about a 70-year-old painter who looks forward to and spends a day with his son, his son's wife and his son's children. The lot of them disappoint him. They are their usual klutzsy selves. Then his vibrant, offbeat daughter drops in and breathes life into the old man and jealousy into her brother.

The movie is slow paced, but it is about a 70-year-old who is slow paced. Based on a novel by Pierre Bost, it is directed by the gifted Bertrand Tavernier. If you like French countryside pictures and bittersweet tranquility—try it.#

Jane Trahey's rating guide

DM - don't miss

WF - wildly funny

NP - needs popcorn

SAM - slow as molasses

IPIF - if parking is free

ABAM - avoid by all means

Jane Trahey is a copywriter, author and head of her own agency, Trahey Advertising, New York.

Radio stations foster loyalty in Detroit

By Pat Strnad

Marketers and black-oriented radio stations are humming the same tune and the lyrics go like this: Radio is the most effective means of targeting the black consumer market.

"It's critical that advertisers who want to reach blacks use black media. When a black radio station features an ad for a product, it's almost like an endorsement of that product," says Joel P. Martin, president-creative director, J.P. Martin Associates, New York.

> **"There's some personalization here .... Mainstream advertising doesn't have that kind of faith."**
>
> *—Norman Miller, WQBH*

"Many of the radio personalities are key community figures, and listeners know who they are. Blacks do look at tv, of course, and some advertisers can reach them there.

"But messages coming from a black radio station make ads more convincing and believable," she says.

This information is of particular interest to marketers interested in moving their products in Detroit, a city with a sophisticated radio market and a black population that is 63.1% of the city's total population of 1.2 million.

According to the U.S. Census Bureau, the average household income for blacks in Detroit is slightly more than $16,000, an average that surpasses that for blacks in every other major urban area in the U.S.

One station reaching that market takes its ad responsibility seriously. Detroit's black inspiration station, WQBH (am), screens its advertisers, says Norman Miller, sales manager at WQBH.

"We don't allow ads for products that aren't any good. There's some personalization here, a level of trust," Mr. Miller says. "Mainstream advertising doesn't have that kind of faith."

Some leading national advertisers agree. Black listeners' confidence in black radio is a key reason Coca-Cola Co. uses the medium, says Sara Tozer, director-advertising at the Detroit-based bottling company.

"Our relationship with the [black] radio station gives us a strong competitive edge," she says.

Gregg Reynolds, vp-public affairs for Kentucky Fried Chicken, Louisville, Ky., says although KFC doesn't advertise through black media on a national level, local co-op groups do so for individual franchisers.

"We make extensive use of black radio because people are more responsive to it than they are to any other media.

"There is a tremendous amount of loyalty to black radio stations. We know there's big listenership in black radio," Mr. Reynolds says.

Radio not only provides a favorable environment for ad messages, but an opportunity for the advertiser to become personally involved with the public, Ms. Tozer says.

"Black radio stations are usually involved in community activities, which is very important to us," she says. Her company recently participated in a break-dancing tournament with a Detroit black-oriented radio station, WJLB (fm).

"It was outrageously successful. That kind of activity really makes the difference, in addition to the media value of the station. It creates a positive environment," Ms. Tozer says.

Aside from the community involvement and awareness black radio maintains with its listeners, many advertisers use the medium mainly because of its ability to target an audience.

"Radio in general reaches a large bulk of people when no one else can," says Pat Miller, car advertising specialist for Detroit-based Ford Motor Co.

"You can't drive and read the paper. And when you're on the road, you're only minutes from a supermarket," Mr. Miller says.

In addition to its point-of-purchase accessibility, the medium offers other advantages.

"There are psychographic factors involved in why radio is especially important to reach the [black] consumer," says Tom Burrell, president-creative director, Burrell Advertising, Chicago.

"Radio is more personal, dynamic, and traditionally has been very segmented," he says.

In radio, the black market is one of many segmented audiences. However, within the scope of black radio there is more segmentation.

And one area—covered by Detroit stations WCHB (am) and WQBH (am)—is gospel music programing.

Ms. Martin of J.P. Martin Associates says she believes gospel music programing is a fantastic opportunity for corporate messages and family products.

"Gospel music attracts primarily women and families. Gospel listeners are generally conservative, they're believers, and they're church-going. Most black leaders come out of the church," she says. "Look at Martin Luther King Jr. and Jesse Jackson. The church is the rock the black community is built on. Religion is a delicate issue, and it takes a sensitive company to deal with the church."

Another segment of the black radio audience is the youth market. There are many youth-oriented black radio stations in Detroit, and they provide an audio medium for such advertisers as Coca-Cola, McDonald's, Burger King, Michelob and others.

Creatively, black radio is no different from other forms of black-oriented media. "We tend to use black models and black voiceovers in black-targeted ads," Ms. Martin says. "We want to instill a semblance of the black environment. On the creative side, there are differences in tone, style and sense of humor.

Striving to bring more realism and sophistication to the black market is Jackson & Co., a Detroit-based ad agency that specializes in minority marketing communications.

"We try to target black professionals and we show their life styles," says Cedric Jackson, president of the agency. "I know of one station that goes back to the old '60s routine. They use situations that don't fit the modern black today."

However, using a black model and voiceover doesn't make an ad more attractive to black consumers, if that strategy is the only one being used, according to Mr. Burrell.

"Black people are different from white people, and you've got to factor that in. For many products and services, the way a consumer perceives a product is important, and it could be different enough to warrant different strategic approaches," he says.

"It's not really an executional issue, but a strategic one. Just changing the voiceover or putting a black person in the ad sounds like a cosmetic way to make the ad different. It's not how you say it, it's what you say," he says.

However, with the proper marketing strategy, radio can be an effective means of communicating with the black consumer.

Despite these attributes, Mr. Jackson says Detroit is indicative of national radio in that many national advertisers consider black radio there as third, fourth or even fifth rated. "It's not a top buy. Local retailers have no choice but to buy because they're here. The national view is, however, if we have a few dollars left over, we'll give it to Detroit," he says.

Several of Detroit's black radio stations echoed similar sentiments.

Verna Green, general manager of WJLB (fm), says there is a bias among advertisers, a reluctance to accept blacks as significant consumers.

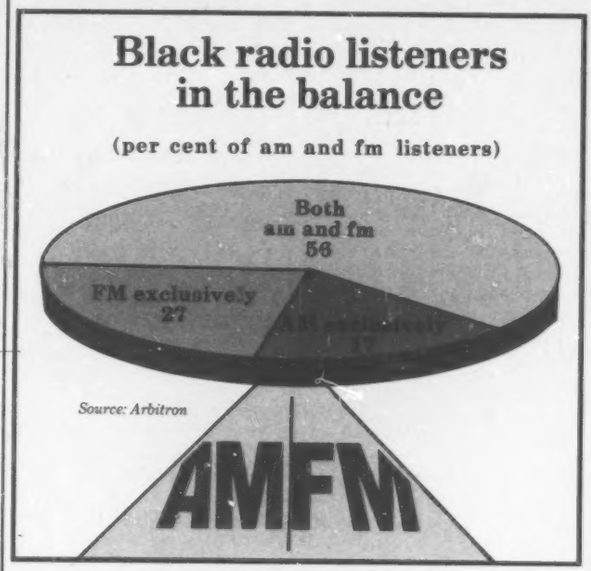
"There's a tendency among advertisers to look at income level rather than consumption level with blacks. More attention is given to what they don't have than to what they do have," Ms. Green says.

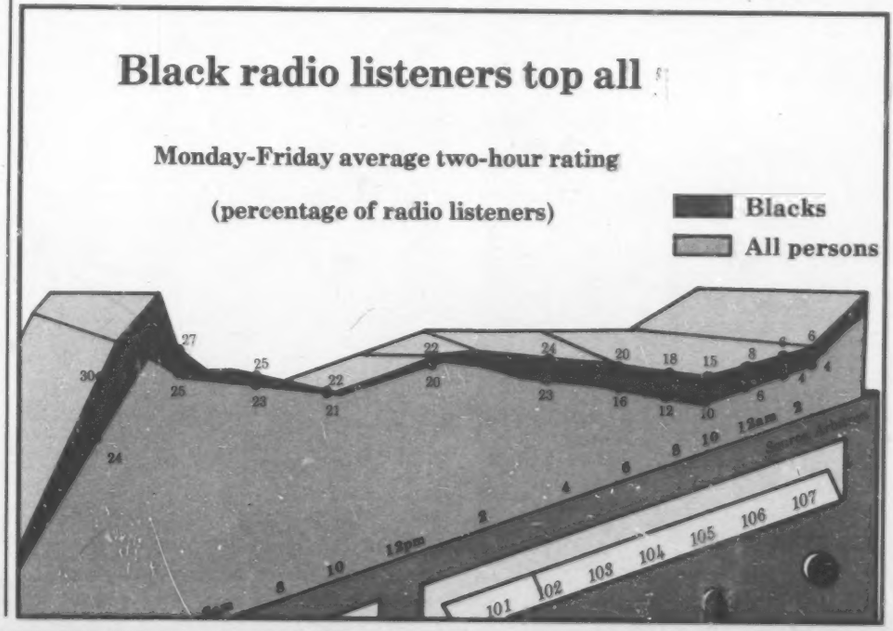
Martha Jean Steinberg, WQBH's vp-general manager, a radio personality and a Detroit black community leader, says, "Advertisers just don't realize that when you advertise through us, you're investing in the community."

Black radio is effective in reaching the black market through community involvement and formats, according to Anthony Moore, vp-media and research director, Proctor & Gardner, Chicago. "Music has taken on a noncolor; what breaks out the [black] segment is community involvement," he says.

In Detroit, some of the radio stations are changing from black to urban contemporary formats. Stations that once were exclusively black are evolving toward broader formats to entice a wider audience.

Joe Spencer, program director of WGPR, says there is an advantage to a lot of black radio not being limited to black audiences. "It used to be if advertisers were going to go mainstream advertising, they wouldn't advertise on black radio because it was too specialized. Now it's getting much more general."


Black radio listeners in the balance
(per cent of am and fm listeners)
Both am and fm 56
FM exclusively 27
Source: Arbitron
AMFM



Pat Strnad is an editorial assistant in the Detroit bureau of ADVERTISING AGE.

Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

November

	Current month 1984	Current month 1983	Year-to-date 1984	Year-to-date 1983
— Art & Antiques —				
American Artist	114.9	88.5	853.3	723.6
Antiques	193.3	159.7	1,659.0	1,445.6
Antique Monthly	—	—	—	—
Art in America (11X)	—	—	—	—
Plate World (6X)	65.6	76.4	416.7	493.6
Southwest Art	84.0	104.5	984.0	877.0
Total Group	457.8	429.1	3,913.0	3,539.8
% change		+6.7%		+10.5
— Auto/cycle/rec. vehicles —				
AutoWeek	126.5	142.4	1,446.9	1,420.2
Car & Driver	100.2	96.3	1,003.5	998.6
Car Collector & Car Classics	23.8	21.2	218.4	235.2
Car Craft	66.1	58.5	805.9	791.6
Cycle	36.5	29.2	488.6	647.3
Cycle Guide	—	—	393.6	440.1
Cycle World	29.7	31.7	545.2	556.2
Dune Buggies & Hot VWs	67.1	87.1	872.9	791.2
Family Motor Coaching	139.5	128.1	1,596.4	1,278.5
4 Wheel & Offroad	79.0	60.6	816.1	742.3
Four Wheeler	95.0	55.1	890.0	468.7
Hot Rod	48.9	42.7	685.1	622.5
Motorcyclist	25.3	22.6	388.7	400.6
Motor Trend	80.3	71.5	731.8	707.4
Motorhome	94.6	69.7	997.4	802.6
Pickup, Van & 4 WD	31.5	26.1	389.0	370.3
Road & Track	123.5	111.6	1,139.0	1,092.2
3 Wheeling	38.9	32.8	352.2	307.0
Trailer Life	118.9	106.0	1,358.9	1,180.7
Total Group	1,325.3	1,193.2	15,079.6	13,883.5
% change		+11.1%		+8.6%
— Boating & yachting —				
Boating	120.6	106.1	1,499.5	1,252.7
Chesapeake Bay	26.3	20.5	322.1	306.1
Cruising World	105.4	111.1	1,647.6	1,591.7
Lakeland Boating	53.5	21.5	596.8	447.8
Motor Boating & Sailing	142.1	104.0	1,758.3	1,498.5
Sail	120.6	101.5	1,544.0	1,332.1
Sea & Pacific Skipper	46.7	46.4	631.7	721.5
Small Boat Journal (6X)	—	—	215.1	195.2
Trailer Boats	24.2	18.0	356.8	248.3
Western Boatman (6X)	20.3	19.5	145.1	114.3
Yachting	167.2	138.7	1,921.9	1,574.2
Total Group	826.9	687.3	10,638.9	9,382.4
% change		+20.3%		+13.4%
— Canadian —				
L'Actualite	113.0	105.4	764.9	615.1
Chatelaine:				
English Edition A.	140.3	153.7	1,104.6	1,085.1
French Edition	124.9	150.4	949.1	965.2
City Woman (5X)	51.5	62.2	228.3	251.5
Equinox	46.8	49.0	250.1	245.3
Financial Post Magazine A.	62.3	45.7	493.5	366.4
Flare A.	79.4	65.5	627.5	565.9
Homemaker's Magazine	100.1	123.7	704.4	847.8
Madam Au Foyer	82.0	86.0	611.8	660.4
Maclean's A. (52X)	186.6	157.3	1,419.3	1,156.5
Montreal Calendar	56.0	47.0	322.1	292.0
Montreal Ce Mois Ci	60.0	59.0	529.5	384.5
Quest Magazine (8X) A.	30.2	56.5	209.3	354.0
Reader's Digest:				
Canadian-English A.	99.7	100.2	792.2	773.9
Canadian-French A.	96.8	98.5	710.1	703.8
Toronto Life	146.2	146.6	1,062.2	991.0
Vancouver	106.8	100.1	814.7	868.3
Total Group	1,582.5	1,606.8	11,593.6	11,126.7
% change		−1.5%		+4.2%
— Civic/fraternal —				
American Legion	19.4	28.8	258.9	305.2
Elks Magazine (10X)	24.0	27.0	227.3	251.7
Kiwanis Magazine	15.4	15.4	138.5	150.3
Lion (10X)	3.7	14.3	61.5	73.0
Moose Magazine	18.0	18.0	200.0	221.0
Rotarian	10.6	19.7	130.0	151.7
V.F.W. (10X)	22.8	28.7	289.6	312.0
Total Group	113.9	151.9	1,305.8	1,464.9
% change		−25.0%		−10.9%
— Comics —				
Archie Comic Group (6X)	—	—	50.0	50.0
DC Comics	6.0	8.0	81.0	87.0
Marvel Comics Group	9.0	10.0	101.0	110.0
Total Group	15.0	18.0	232.0	247.0
% change		−16.7%		−6.1%
— General —				
American Health (6X)	45.5	54.7	375.0	254.8
The Atlantic A.	79.1	70.5	519.9	476.9
Audubon Magazine (6X)	41.4	34.6	174.6	217.7
Changing Times	39.9	62.5	485.2	463.1
Ebony	97.2	93.3	1,003.5	963.1
Fifty Plus	45.3	36.7	394.1	292.0
Food & Wine	79.8	68.6	443.9	418.7
Games	24.5	27.1	228.7	300.9
Home Entertainment (6X)	33.0	—	221.8	138.0
Harper's Magazine A.	16.7	25.4	257.0	193.9
Life	104.3	89.7	678.1	647.2
Modern Maturity (6X)	59.5	54.9	219.1	210.3
Money	188.8	180.6	1,372.1	1,278.1
Moneysworth (4X)	—	—	53.8	72.1
Mother Earth News (6X)	37.9	49.5	300.8	364.6
Mother Jones (10X)	15.7	17.2	152.4	140.3
National Geographic	30.7	35.3	264.4	256.4
Natural History	50.2	60.0	470.8	428.5
Prevention	69.7	77.7	754.1	851.0
Psychology Today	42.5	30.5	293.3	287.9
Reader's Digest A.	120.8	133.2	955.9	924.0
Signature	86.8	74.6	624.2	619.2
Success	37.7	40.6	377.8	378.9
Town & Country	272.0	244.2	1,696.0	1,602.3
Travel/Holiday	32.1	40.2	466.8	448.2
Travel & Leisure	146.7	126.5	1,195.7	989.2
Vanity Fair	37.4	50.4	285.6	475.9
Video	92.2	74.0	774.8	685.4
Video Review	77.2	72.0	604.1	701.2
Writers Digest	26.9	26.7	268.4	287.7
Yankee	102.5	153.8	903.4	1,042.9
Total Group	2,134.0	2,101.5	16,689.9	16,410.4
% change		+1.5%		+1.8%
— Home —				
Americana (6X)	33.0	36.4	226.0	218.8
Better Homes & Gardens	159.2	156.6	1,335.0	1,222.5
Country Journal	28.8	40.0	352.7	419.9
Country Living	76.4	75.5	727.7	584.6
Dallas/Ft. Worth Home & Garden	79.6	72.3	738.4	688.2
Early American Life (6X)	—	—	140.8	141.9
Family Handyman (10X) A.	—	—	644.9	600.1
Flower & Garden (6X)	—	—	183.6	195.9
The Homeowner (6X)	24.1	26.1	241.2	163.0
House Beautiful	129.3	127.1	1,059.1	990.2
House & Garden	127.7	98.5	1,004.0	732.2
Houston Home/Garden D.	102.8	143.0	1,150.2	1,144.3
Metropolitan Home	88.1	93.0	796.6	654.6
New Shelter (9X)	50.3	51.4	447.0	443.0
1001 Home Ideas	51.3	46.4	457.6	372.8
Organic Gardening	46.5	59.2	676.2	775.7
Phoenix Home/Garden	78.5	67.1	627.0	522.4
San Diego Home/Garden	73.7	67.3	798.9	743.7
Southern Accents (4X)	101.9	80.3	477.9	311.7
Southern Living	184.7	191.3	1,500.6	1,424.8
Sunset Magazine A.	185.8	201.8	1,551.3	1,573.5
Texas Homes	88.3	88.3	884.9	792.9
Workbench (6X)	61.2	73.6	357.7	396.3
Total Group	1,771.2	1,795.2	16,379.3	15,113.0
% change		−1.3%		+8.4%
— In-flight & other passenger —				
Aboard Group (7) (4X)	—	—	64.4	53.6
Alaska Airlines	52.4	49.2	574.1	517.8
American Way	118.6	121.9	1,118.1	1,029.5
East/West Network:				
Amtrak Express	34.7	48.5	364.4	469.0
Continental	60.5	74.7	662.1	725.8
Eastern Review	127.2	129.0	1,272.8	1,142.2
Ozark	47.5	54.0	498.7	531.5
PSA Magazine	109.2	90.5	1,129.9	988.9
Pan Am Clipper	70.5	49.3	685.7	472.4
Republic Scene	60.8	81.0	650.5	647.9
United	130.2	125.8	1,269.7	1,075.2
USAir	58.8	73.0	665.3	704.4
Western's World	79.2	80.3	743.3	696.4
Halsey Publications:				
Air Cal	72.0	49.8	578.5	440.4
Braniff	34.6	—	231.6	—
Delta Sky	85.2	77.2	837.8	736.2
Frontier	42.2	34.8	359.1	390.6
Northwest Orient	46.2	56.8	366.2	342.8
Skylite	26.2	28.6	228.0	202.8
TWA Ambassador	73.9	85.0	678.0	607.3
Hawaii	23.3	22.1	239.6	189.1
Pace (6X)	86.8	51.3	655.9	257.5
Southwest Airlines	92.4	96.6	1,031.7	1,080.1
Spirit of Aloha	24.3	22.6	241.8	186.9
Total Group	1,556.7	1,502.0	15,147.2	13,488.3
% change		+3.6%		+12.3%
— Men's —				
Esquire A.	133.0	108.3	1,147.0	1,021.2
Firehouse Magazine	53.2	66.3	627.5	604.3
Gentlemen's Quarterly A.	201.2	165.0	1,771.8	1,301.8
Penthouse A.	62.0	60.3	559.0	619.5
Playboy A.	80.9	95.2	794.2	899.0
Total Group	530.3	495.1	4,899.5	4,445.8
% change		+7.1%		+10.2%
— Metropolitan —				
Aloha (6X)	39.8	28.3	185.7	168.5
Baltimore	85.6	68.2	705.6	654.7
Boston	201.3	159.2	1,610.0	1,452.5
Chicago	213.8	174.3	1,586.0	1,550.3
Cincinnati	92.4	87.9	606.5	609.2
Cleveland	93.3	84.3	764.9	732.8
Coast (38X)	75.1	81.3	2,833.0	2,917.5
Columbus Monthly	64.2	83.6	761.4	795.2
Commonwealth	48.6	29.3	434.6	373.6
Country Magazine	44.9	41.1	459.7	342.5
D/Magazine, Dallas/Ft. Worth	203.4	158.2	1,473.5	1,290.7
Denver	41.2	49.0	371.7	387.5
Exclusively Yours, Wisconsin (15X)	68.0	74.9	795.7	811.9
Grand Rapids	65.3	40.0	588.8	571.3
Gulfshore Life (10X)	44.7	51.8	585.6	496.2
Honolulu	116.2	106.1	722.2	782.9
Houston City	97.9	90.2	938.8	805.8
Kansas City	39.6	39.0	374.4	336.6
Los Angeles	232.0	251.0	2,252.0	2,158.5
Louisiana Life (6X)	104.5	102.8	479.6	453.0
Madison	48.0	50.0	604.2	517.8
Miami Mensual	56.5	52.0	525.0	498.0
Miami/South Florida	148.0	115.5	985.0	944.0
Milwaukee	64.3	45.7	506.1	237.4
Minneapolis/St. Paul	125.9	138.4	1,054.4	913.8
Monthly Detroit	96.4	54.5	718.6	590.3
New Jersey Monthly	66.4	66.0	610.0	581.4
New Mexico	52.1	42.5	419.6	272.2
Ohio	51.8	45.1	691.8	559.3
Orlando	83.7	76.0	924.5	826.9
Palm Beach Life	85.8	79.0	780.7	726.5
Philadelphia	156.4	167.1	1,455.7	1,435.5
Phoenix	106.3	91.5	995.5	838.4
Pittsburgh	77.1	87.8	680.2	669.1
St. Louis	71.0	70.0	668.0	637.0
San Diego	184.9	162.6	1,669.3	1,496.2
San Francisco	104.0	64.7	849.4	654.8
San Francisco Focus	119.3	72.3	722.5	532.8
Texas Monthly	196.2	170.5	1,500.4	1,352.3
Ultra	114.4	78.2	939.8	714.9
Washington Dossier	74.8	68.2	586.8	530.1
The Washingtonian	187.0	175.0	1,672.6	1,582.6
Total Group	4,242.1	3,773.1	36,404.1	34,802.4
% change		+12.4%		+4.6%
— Movie/romance/radio/tv —				
Macfadden's Women's Group:				
Modern Romances	19.4	26.7	260.2	293.3
Secrets	19.4	26.7	260.2	293.3
True Confessions	19.4	26.7	260.2	293.3
True Experience	19.4	26.7	260.2	292.3
True Love	19.4	26.7	260.2	292.3
True Romance	19.4	26.7	260.2	292.3
Sterling Women's Group:				
Daytime TV	28.5	28.8	308.5	292.3
Modern Screen	—	—	101.5	210.2
Movie Mirror (6X)	—	28.2	102.5	178.3
Soap Opera Stars	—	20.5	106.8	240.3
TV Movie Screen (6X)	—	—	19.0	126.6
TV Picture Life (6X)	—	26.2	92.0	113.9
Teen Beat (6X)	—	—	48.1	28.9
Total Group	144.9	263.9	2,339.6	2,950.3
% change		−45.1%		−20.7%
— Music/entertainment —				
American Film (10X)	—	—	210.5	245.7
Audio	84.8	63.9	864.3	646.0
Circus Magazine	51.1	39.5	422.0	320.0
Dance Magazine	53.7	62.0	664.8	678.3
Musician	61.3	63.7	660.2	710.6
Playbill	87.6	71.7	649.8	596.1
Record	31.8	22.5	268.1	118.6
Stereo Review	59.0	60.2	509.7	548.2
Total Group	429.3	383.5	4,249.4	3,863.5
% change		+11.9%		+10.0%
— National Sunday Magazines —				
Family Weekly A.	66.7	52.8	660.5	771.4
Parade	60.2	54.5	589.2	716.8
Total Group	126.9	107.3	1,249.7	1,488.2
% change		+18.2%		−16.0%
— Outdoor & sport —				
Alaska	46.1	42.3	461.8	452.6
The American Handgunner (6X)	—	—	—	—
American Hunter	24.7	28.6	229.8	238.7
American Rifleman	31.1	30.3	326.6	325.1
Backpacker (6X)	44.2	55.4	257.7	310.7
Bass Master (8X) A.	64.9	50.2	449.4	416.8
Bicycling (9X)	81.8	78.1	939.7	896.5
Field & Stream	102.5	72.8	950.0	957.3
Fins & Feathers A.	30.6	37.1	470.9	441.6
Fishing World (6X)	18.2	20.9	221.6	225.8
Florida Sportsman	69.0	58.1	916.1	747.2
Flying	68.5	57.8	535.4	463.6
Fur-Fish-Game	28.3	30.6	265.1	265.5
Golf Digest	63.1	72.0	981.4	966.7
Golf Magazine	56.8	47.6	762.4	700.5
Guns & Ammo	59.4	58.5	572.8	574.1
In-Fisherman (6X)	65.5	46.0	490.0	428.0
Muscle & Fitness	111.0	124.0	1,209.0	1,167.0
Outdoor Life	80.1	53.5	857.2	794.2
Petersen's Hunting	55.8	51.0	512.6	452.3
The Runner	71.5	47.8	539.3	461.2
Runner's World (13X)	40.0	47.7	581.6	550.3
Salt Water Sportsman	65.0	46.7	774.4	594.6
Shooting Times	41.3	41.3	427.9	411.7
Ski (8X) A.	207.3	195.0	731.0	604.9
Skiing (7X)	208.4	186.3	805.9	716.6
Skin Diver	65.4	67.6	820.1	791.0
Southern Outdoors (8X)	41.5	42.7	356.0	379.8
Sport	52.5	50.3	509.5	452.7

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. D. November, 1983, figure includes special 32-page advertising section. E. November, 1984, figure reflects three issues and November, 1983, figure reflects two. F. October, 1984, reflects three issues and October, 1983, figure reflects two. G Figures reflect broadsheet format. *All affiliated with Sunday Mag/Net. except Los Angeles Times Home Magazine and New York Times Magazine.

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November

	Current month 1984	Current month 1983	Year-to-date 1984	Year-to-date 1983
Sports Afield	102.2	79.8	976.4	922.7
Tennis	62.5	51.4	965.6	859.0
Western Outdoors (10X)	43.4	22.6	425.9	307.5
Total Group	2,002.6	1,894.0	19,323.1	17,876.2
% change		+5.7%		+8.1%
— Photography —				
American Photographer	50.5	58.0	462.5	565.4
Petersen's Photographic	43.0	57.5	371.3	407.3
Popular Photography	101.0	110.5	1,061.3	1,223.2
Total Group	194.5	226.0	1,895.1	2,195.9
% change		-13.9%		-13.7%
— Religious —				
BBI Jewish Monthly (10X)	27.1	24.6	229.7	220.3
Christian Herald	47.0	47.0	366.5	364.7
Christian Life	39.7	38.9	320.5	312.4
Christianity Today	94.2	81.8	800.5	662.8
Inside (4X)	—	—	251.3	218.5
Moody Monthly	53.8	60.3	519.3	523.3
Today's Christian Woman (6X)	70.7	63.5	259.0	187.2
Total Group	332.5	316.1	2,746.8	2,489.2
% change		+5.2%		+10.3%
— Science/electronic/mechanic —				
Compute	86.4	190.2	853.2	1,575.7
Computers & Electronics	48.8	53.0	507.7	653.9
Creative Computing	150.1	197.3	1,318.4	1,946.4
Discover	45.3	53.3	393.3	462.6
Family Computing	69.0	61.2	601.4	135.5
InfoWorld	189.0	311.0	2,136.0	2,327.0
Mechanix Illustrated	63.6	75.7	778.3	775.2
Omni	79.6	84.0	720.4	731.6
Popular Mechanics	120.1	109.4	1,063.7	1,096.8
Popular Science	84.2	104.4	899.0	965.3
Science Digest	50.4	52.0	351.7	369.0
Science 84 (10X)	81.6	60.3	347.4	366.6
Scientific American	103.1	115.8	769.3	673.5
Spectrum	113.5	121.5	1,112.3	958.3
Total Group	1,284.7	1,590.1	11,852.1	13,037.4
% change		-19.2%		-9.0%
— Women/fashion/service —				
Bride's Magazine (6X) A.	268.4	253.5	1,912.3	1,819.2
Cosmopolitan A.	229.2	235.8	2,328.7	2,242.6
Essence	86.3	77.2	931.7	880.3
Family Circle A.	163.4	178.8	1,640.9	1,667.0
Glamour	193.4	210.8	2,009.1	1,882.6
Good Housekeeping A.	228.2	225.2	1,825.8	1,888.8
Harper's Bazaar	178.3	176.8	1,678.4	1,439.4
Health	48.2	44.9	417.0	360.5
Ladies' Home Journal	136.6	136.8	1,145.9	1,082.6
Ladycom	42.0	34.7	409.0	356.4
Mademoiselle	137.4	164.3	1,565.8	1,475.2
McCall's	137.7	135.2	1,065.5	1,012.1
Modern Bride (6X)	209.0	201.5	1,604.9	1,518.5
Ms.	72.4	54.7	588.2	494.3
New Woman	51.3	59.8	522.0	526.3
Parents Magazine A.	122.7	106.6	882.4	847.1
Playgirl	29.7	35.5	363.4	420.4
Redbook	129.6	124.6	1,073.0	997.3
Self	95.3	92.2	1,087.0	856.0
Seventeen	105.2	107.0	1,408.4	1,226.4
Shape	73.5	68.0	669.5	619.0
Soap Opera Digest	30.3	24.5	300.6	307.3
'Teen Magazine	36.2	50.0	587.1	603.4
True Story A.	43.5	57.3	621.5	634.8
Vogue	326.3	346.5	3,223.4	2,864.5
W Magazine E.	155.2	131.1	1,273.1	1,110.6
Weight Watchers	29.5	27.5	335.8	286.1
Woman's Day A.	135.4	152.1	1,374.1	1,466.8
The Workbasket (10X)	41.2	50.8	386.2	396.4
Working Mother	107.9	111.4	823.6	772.1
Working Woman	144.2	142.5	1,187.3	1,090.7
Total Group	3,787.5	3,817.6	35,241.6	33,144.7
% change		-0.8%		+6.3%
— Youth —				
Boys' Life	18.5	37.4	198.7	257.4
Campus Life	55.1	42.6	452.4	408.0
Total Group	73.6	80.0	651.1	665.4
% change		-8.0%		-2.1%

October

	Current month 1984	Current month 1983	Year-to-date 1984	Year-to-date 1983
— Business —				
Arizona Business Gazette G.	25.7	15.7	249.3	157.5
Atlanta Business Chronicle (52X)	58.5	57.2	478.6	338.7
Austin Business Journal	49.8	—	450.5	—
Barron's (52X)	273.1	273.3	1,936.9	2,046.3
Boston Business Journal	129.0	81.8	941.7	640.4
Business Week (52X) A.	599.6	584.1	4,033.0	3,712.2
California Business	103.6	70.0	923.8	732.0
Capital District Business Review	63.3	36.4	473.3	365.0
Crain's Chicago Business (52X)	187.2	190.9	1,342.1	1,261.2
Crain's Cleveland Business	85.4	63.8	666.6	509.1
Dallas/Ft. Worth Business (52X)	55.6	62.1	431.1	389.6
Dun's Business Month	122.9	94.1	680.5	623.8
The Executive	—	—	—	—
Financial World (24X)	48.4	42.6	310.7	355.3
Florida Trend	104.5	100.8	862.2	745.6
Forbes (28X) F.	489.1	446.7	2,959.4	2,606.5
Fortune (26X) A.	477.2	517.0	2,824.0	2,572.1
Frequent Flyer	70.9	54.1	573.5	470.0
Futures	61.6	69.7	564.6	562.7
Hawaii Business	50.4	48.3	504.6	480.2
High Technology	59.5	37.5	338.9	280.5
Inc. Magazine A.	130.3	141.8	1,183.6	1,030.3
Income Opportunities (10X)	—	—	371.7	344.0
Industry Week (26X) A.	158.8	151.1	1,110.6	1,030.9
Indianapolis Business Journal	149.7	103.0	1,112.9	862.6
New Orleans Citibusiness	139.2	145.2	1,144.9	1,088.4
Nation's Business A.	42.6	25.9	335.1	251.2
New England Business (20X) B.	89.8	74.8	719.9	616.0
Pacific Business News (52X)	110.2	127.9	1,013.0	995.4
Philadelphia Business Journal	176.0	88.0	1,115.5	646.9
Pittsburgh Business Times (52X)	70.6	57.8	556.1	491.8
Savvy	49.4	40.3	417.6	403.7
St. Louis Business Journal	170.0	144.3	1,371.1	1,085.1
Texas Business	106.4	117.5	728.8	642.4
Venture	105.4	86.5	825.5	589.9
Total Group	4,613.7	4,150.2	33,582.6	28,927.3
% change		+11.2%		+16.1%
— Newspaper Sunday magazines* —				
Arizona Republic	55.0	50.0	601.0	627.0
Boston Globe	251.6	190.5	2,021.3	1,812.7
Chicago Tribune	75.9	106.2	720.6	827.8
Cleveland Plain Dealer	61.5	105.5	582.4	836.9
Columbus Dispatch	44.9	50.8	486.7	457.9
Dallas Times Herald	80.6	55.7	783.3	683.0
Denver Post	78.6	126.6	751.8	916.2
Detroit News	81.7	106.0	848.0	913.0
L.A. Times Home Magazine	150.2	166.8	1,074.1	932.9
Louisville Courier-Journal	68.5	71.2	693.9	853.2
Miami Herald	45.0	50.6	505.8	527.0
New York News	—	—	—	—
New York Times Magazine	475.4	515.7	3,741.5	3,432.0
Philadelphia Inquirer	56.4	62.9	192.0	157.1
Toledo Blade Magazine	43.3	41.6	504.7	448.2
Washington Post	125.7	154.2	1,100.4	1,104.0
Total Group	1,694.3	1,854.3	14,607.5	14,528.9
% change		-8.6%		+0.5%
— Weeklies/bi-weeklies —				
The Advocate (25X)	99.5	106.9	1,054.8	1,066.9
Army Times Military Group:				
Air Force Times (52X)	201.0	174.1	1,515.6	1,455.4
Army Times (52X)	200.5	181.9	1,451.6	1,429.0
Navy Times (52X)	209.2	186.6	1,620.6	1,611.5
The Times Magazine	11.4	7.5	156.7	143.9
The Blood-Horse (52X)	506.8	506.4	4,625.9	4,549.0
Capper's Weekly (26X)	24.6	28.3	261.0	266.4
Commonweal (22X)	8.5	3.4	60.4	60.7
Grit (52X) A.	18.8	32.4	229.0	257.7
National Journal	24.0	37.0	268.7	260.0
National Review	31.6	28.0	265.9	309.8
New Republic (48X)	50.8	45.9	313.2	325.5
New York Magazine (50X)	412.0	384.2	2,257.1	2,263.6
New Yorker (52X)	429.6	477.6	2,715.2	2,795.7
Newsweek (52X) A.	356.5	389.12	304.4	2,276.9
People (52X)	479.6	374.9	3,120.5	2,535.9
Rolling Stone (25X)	85.6	119.3	851.4	928.6
Sporting News (52X)	59.3	81.8	488.3	566.6
Sports Illustrated (52X) A.	343.8	333.4	2,513.7	2,280.6
Time (52X) A.	337.7	386.6	2,221.7	2,191.7
Travelhost (52X) C.	3,297.0	3,112.0	32,242.0	29,254.0
TV Guide (52X) A.	376.0	416.0	3,072.9	2,957.9
Us Magazine (26X)	43.0	30.3	360.3	449.8
U.S. News & World Report (52X) A.	213.9	210.3	1,383.8	1,430.9
Total Group	7,820.7	7,699.8	65,354.7	61,768.0
% change		+1.6%		+5.8%
— Foreign —				
Good Housekeeping Foreign Editions:				
Australia	37.2	38.3	329.5	347.1
Japan	66.8	60.0	701.9	570.0
Great Britain	205.0	176.0	1,249.3	1,143.3
Buenhogar:				
Central America	1.3	3.0	14.5	18.0
Chile	1.3	3.0	8.0	13.0
Colombia	52.0	42.2	349.2	373.8
Dominican Republic	7.0	7.0	53.0	116.5
Ecuador	11.0	20.5	123.5	104.5
Mexico	62.3	61.2	403.7	403.0
Peru	24.5	39.8	179.3	224.3
Puerto Rico	8.3	12.2	134.5	119.2
U.S.	23.7	29.7	131.7	113.5
Venezuela	47.5	33.5	265.5	207.3
Geomundo:				
Central America	9.5	8.0	60.3	48.0
Chile	9.5	7.0	57.3	48.0
Colombia	14.0	12.5	92.5	105.5
Ecuador	7.0	6.0	40.0	40.0
Mexico	15.5	9.0	81.8	63.5
Peru	9.5	11.0	56.3	63.0
Puerto Rico	4.5	6.0	28.3	38.0
Venezuela	11.5	10.0	103.8	101.7
Hombre De Mundo:				
Central America	19.5	12.0	178.0	137.3
Chile	6.0	7.0	61.0	56.0
Colombia	15.0	16.0	101.0	106.0
Ecuador	4.0	7.0	44.0	55.0
Mexico	26.0	24.5	147.2	127.8
Peru	5.0	10.0	58.0	56.0
Puerto Rico	10.0	10.0	86.0	59.3
Venezuela	7.0	7.0	63.0	54.3
Ideas Para Su Hogar:				
Central America	—	—	1.5	2.0
Chile	—	—	1.0	—
Colombia	25.5	36.8	191.5	254.5
Ecuador	7.0	7.0	52.5	34.0
Mexico	19.3	18.5	95.5	135.3
Peru	4.0	27.2	57.0	92.2
Puerto Rico	—	—	5.0	6.0
Venezuela	31.0	18.0	171.0	126.2
Mecanica Popular:				
Argentina	6.8	9.3	84.7	73.2
Central America	14.5	13.5	127.7	124.7
Chile	8.2	8.3	63.3	63.7
Colombia	23.3	18.3	146.8	170.7
Mexico	21.7	11.3	134.3	93.7
Peru	16.3	26.5	155.3	200.5
Puerto Rico	14.5	14.5	140.8	146.2
Venezuela	20.2	21.7	165.2	202.0
The Ring en Espanol:				
Mexico	0.2	—	0.7	—
Puerto Rico	—	—	1.0	—
U.S.	4.5	3.3	41.8	33.0
Venezuela	2.0	—	14.0	7.0
Variedades Continental:				
Central America	10.8	9.0	65.3	70.2
Chile	3.3	1.0	21.3	31.5
Colombia	113.5	80.5	636.0	638.5
Dominican Republic	8.0	17.5	79.2	176.0
Ecuador	20.5	16.8	179.8	126.2
Mexico	163.7	154.2	858.3	955.5
Peru	31.3	37.3	209.0	286.5
Puerto Rico	40.8	29.2	356.2	331.5
U.S.	55.8	57.0	434.7	455.3
Venezuela	93.0	42.5	477.5	428.3
Business Week Int'l.	215.8	260.7	383.5	1,469.3
Cosmopolitan Foreign Editions:				
Australia	100.0	112.9	602.6	637.6
Brazil	49.0	76.0	375.9	440.2
France	163.7	151.7	1,248.5	941.2
Germany	128.3	91.3	883.2	565.1
Great Britain	168.0	162.0	1,133.3	1,094.9
Greece	50.0	53.0	487.0	475.0
Holland	93.0	70.0	507.0	416.5
Italy	87.7	105.0	519.3	617.2
Japan	47.0	42.7	313.7	380.4
South Africa	130.0	—	718.5	—
Cosmopolitan en Espanol:				
Central America	1.0	3.3	8.0	20.8
Colombia	14.2	11.5	102.7	139.5
Ecuador	1.0	0.3	4.0	8.0
Mexico	88.7	79.5	460.8	545.7
Peru	4.0	4.3	27.0	65.0
Puerto Rico	15.0	21.8	269.7	189.8
U.S. (Spanish language)	19.0	32.0	189.0	178.8
Venezuela	30.5	16.8	172.5	126.7
International Communications:				
African Business	33.7	29.7	280.2	293.3
New African	24.7	9.3	173.9	190.8
The Middle East	13.8	18.5	177.6	260.5
International Management:				
Africa	16.5	18.7	119.2	160.2
Europe	59.3	60.0	394.7	404.2
Latin America	12.3	17.7	82.8	125.0
Middle East	28.5	31.5	154.8	228.6
Pacific	23.8	18.7	132.7	153.0
Johnston International:				
Alam Attijarat	77.0	94.5	559.1	615.8
Ejecutivo	14.7	17.0	52.6	74.0
Modern Africa	36.3	25.5	117.1	118.4
Modern Asia	33.3	39.8	285.9	352.0
Newsweek International A:				
Atlantic	141.6	150.4	854.3	914.8
Latin America	38.5	43.4	247.1	300.6
Pacific	103.9	114.4	644.3	711.1
Progreso (9X)	11.5	16.5	58.9	90.5
Reader's Digest:				
Arabic	9.5	19.0	86.5	113.0
Asian	293.0	303.8	1,846.0	2,185.8
Australian	65.5	100.5	723.3	676.7
Belgian-Flemish	109.5	122.0	781.5	783.0
Belgian-French	81.0	90.0	512.0	586.0
British	94.4	58.9	536.8	583.4
Chinese B.	157.0	126.0	1,001.2	1,054.3
Danish	47.0	46.8	317.8	329.2
Dutch	66.5	55.5	385.8	338.1
Finnish	84.0	121.0	423.5	665.0
French	64.3	82.0	460.0	544.6
German	89.9	100.6	659.8	701.5
Greek	1.5	11.5	85.0	11.5
Iberian	28.0	30.0	176.0	173.5
Indian-English	65.0	93.5	697.5	713.8
Indian-Hindi	12.0	9.0	57.5	44.5
Italian	31.0	52.5	325.0	455.0
Japanese	48.7	60.3	433.0	489.0
Korean	21.0	25.5	229.0	205.2
Latin American:				
Argentina	25.0	26.0	198.0	150.0
Brazil	5.5	6.0	28.0	85.5
Central American	13.5	19.5	97.0	114.5
Chile	7.5	28.0	104.5	156.5
Colombia	36.0	16.0	300.5	347.0
Ecuador	11.5	15.0	83.0	109.0
Mexico	64.1	77.3	472.1	448.0
Peru	13.5	14.0	93.5	101.5
Puerto Rico	4.0	7.0	53.5	63.5
U.P.B.	9.5	13.0	74.5	103.5
U.S. Spanish	18.5	15.5	102.0	139.5
Venezuela	14.0	19.5	112.0	141.5
New Zealand	89.3	100.5	843.6	858.8
Norwegian	34.8	71.7	322.7	381.8
Portugal	36.5	31.0	357.5	433.6
South African	140.0	131.0	943.8	975.0
Swedish	13.0	28.0	105.0	198.0
Swiss-French	39.0	42.0	256.6	288.0
Swiss-German	46.0	56.0	333.0	365.0
Time International:				
Time-Asia	136.9	166.8	892.1	997.3
Time-Atlantic	199.4	246.4	1,053.1	1,078.5
Time-Canada	318.2	319.0	1,780.8	1,506.7
Time-Latin America	83.7	92.0	476.1	450.6
Time-South Pacific	177.1	256.9	1,140.2	1,312.1
Vision (52X)	211.3	192.0	1,767.7	1,718.5
Vision/Latin America (26X) A.	35.0	42.8	286.4	295.8
Total Group	6,708.0	6,900.3	46,883.8	46,956.8
% change		-2.7%		-0.2%